

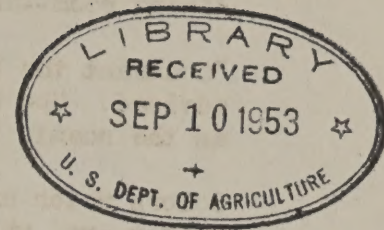
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WALLPAPER AS A DECORATIVE FINISH*

by

Mildred Nelson
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The "commanding position in home decoration" which today's wallpaper occupies was illustrated by Miss Nelson's statement that two-thirds of the average American home is papered. The stylist, who represents Imperial Paper & Color Corp., Glens Falls, N. Y., maintained that "the wallpaper chosen can set the decorative tone of the entire home."

Surveying today's major style trends for the home furnishings extension workers at the conference, Miss Nelson included the rural type home. "Rural families no longer are limited in their home furnishings selections. They have modern kitchens and equipment and are now ready for specific guidance as to style and availability. They have in short, become style-conscious."

Top Styles

The four most prominent styles are modern, tropical (or indoor-outdoor), Far Eastern, and provincial.

Modern design is "important and growing," she said, and noted the importance of Scandinavian modern. The classic theme, or "formalized casual" note within the modern framework, is now possible. "Modern can be handled in a formal or informal manner."

Contributing to the trend toward formality in home decoration are the Far East designs. In this connection, Miss Nelson cited the Japanese bubble lamps and screens displayed at the recent A. I. D. show in New York. Also growing in popularity are the French period styles, which are elegant and urban rather than provincial in flavor.

Referring to the fourth style trend, the provincial, she urged the careful combination of this style with modern. "Simplicity is the keynote of early American cabinetmaking, as well as of modern. It is only natural to combine these styles," she pointed out.

Samples

Using fabric swatches and wallpaper samples, Miss Nelson "decorated" several homes for the assembled home furnishings specialists. In each case,

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wallpapers were chosen for three adjoining rooms--hallway, living room, dining room--and were used as the basic of the decorating scheme.

"Contrast the type and scale of wallpaper designs in adjoining rooms," she advised. She showed a number of floral patterns in allover design as well as the scenic type and small, regular geometric or provincial patterns.

Colors which are newly important in home furnishings according to Miss Nelson are, white, cherry red, soft blue used in place of green as a basic cool shade, and the whole range of brown tones--coca, sandalwood, chocolate, pebbleton--to blend with currently popular natural finish woodwork and furniture.

"The monochromatic color scheme is still good," she maintained, "as long as it avoids monotony by introducing one or two accent tones."

"Many so-called 'modern' colors are really appropriated from the past," she continued. She told the group how wallpaper firms adapt old prints and fabrics into 'faithful reproductions.' Sometimes designers change the 'authentic' shades to bring the colors up to date for the current color market.

Miss Nelson showed several reproductions of historical designs, and a copy of an old wallpaper dado to be used with scenic-type paper above. She noted the popularity of documentary prints in the style picture today, and the current move toward ceiling decoration.

"The significance of the new coordinated wallpapers and fabrics cannot be determined as yet," Miss Nelson stated, although she encourages their use where structural details of a room are "out of kilter."